

ADVERTISEMENT FOR PROPOSALS

REQUEST FOR PROPOSAL

COMPREHENSIVE PARKS AND RECREATION MASTER PLAN

FOR

DEPARTMENT OF PARKS AND RECREATION
CITY OF GAHANNA, OHIO

Sealed proposals will be received by the Parks and Recreation Department of the City of Gahanna, Ohio, 200 South Hamilton Road, Gahanna, Ohio 43230, until 4:30 p.m., local time, on the 10th day of November, 2004.

The City of Gahanna, Ohio, Department of Parks and Recreation, is now accepting proposals for qualified professional services providers to develop a comprehensive master plan for its parks and recreation system.

Copies of the Request for Proposal forms may be obtained from the Department of Parks and Recreation, 200 South Hamilton Road, Gahanna, Ohio 43230; or downloaded from www.gahanna.gov.

The City reserves the right to reject any and all proposals, and advertise again, or to accept any proposal which may be deemed to advance the best interest of the City of Gahanna, Ohio.

Tony Collins
Director
Department of Parks and Recreation

Request for Proposal – Consulting Services
Comprehensive Parks and Recreation Master Plan

Parks and Recreation Department
City of Gahanna, Ohio
Proposal Due: November 10, 2004 @ 4:30 p.m.

Invitation

The City of Gahanna, Ohio, Department of Parks and Recreation, is now accepting proposals for qualified professional service providers to develop a comprehensive master plan for its parks and recreation system. Proposals will be received until 4:30 p.m. on the date above at the Department of Parks and Recreation, 200 S. Hamilton Road, Gahanna, Ohio 43230. Proposals will be considered from any professional firm with demonstrated experience and success in developing and preparing parks and recreation master plans for units of local government.

Overview

The City of Gahanna, located in central Ohio, covering an area of approximately 14 square miles with a population of 33,588. Gahanna's strength is in the diversity of its people.

The City offers all kinds of sports, arts and festivals, and most of those activities are run by the participants themselves. From the soccer leagues with over 1,600 participants to the small karate classes, from canoeing on one of the three creeks that meander through Gahanna to listening to some of the many concerts, the possibilities are numerous.

Background

The City of Gahanna Department of Parks and Recreation system is among the top of the central Ohio suburbs in dedicated park space per resident. The Department stewards over 600 acres of park land and preserves. Our 30 major park sites include 20 baseball/softball fields, 30 soccer fields, 3 football fields, 2 beach volleyball courts, 2 tennis courts, 3 picnic shelters, a polo field, a paddleboat marina, a community swimming pool, a skate park, an inline hockey facility, and a plethora of playground attractions. In addition, the Gahanna Parks and Recreation Department provides a well-groomed USGA Member, 9-hole golf course.

Our programs include opportunities and special events for the children, adults, and seniors of Gahanna throughout the year. Combined, our staff have participated in or led programs and events that served over 100,000 participants in 2003, including the July 4th Freedom Festival, Creekside Festival, Holiday Lights! Parade and Festival, adult sports leagues, senior programming, swimming programs, youth day camps, and classes for all ages!

Behind the scenes, there are many activities that take place to make this all possible.

The Department's appropriated 2003 budget, including capital purchases and projects, was \$2,372,778.00.

The Department's Income for 2003, derived from fees, charges, concessions, donations,

and rentals totaled \$466,254.00.

The City of Gahanna also collected \$171,790.00 in park fees associated with building permits and fees "in-lieu-of" parkland dedication from developers.

Our department is staffed by 9 full-time employees: Tony Collins, Director; Lisa Dillon, Secretary; Carl Norris, Parks Superintendent; Mike Musser, Recreation Superintendent; Danise Hall, Senior Services Supervisor; Alan Little, Golf Course Supervisor; Rob Wendling, Parks Maintenance Crew Leader; Jason Shamblin, Parks Maintenance Crew Leader; and a newly created position of Recreation Supervisor, which is currently in the process of being filled.

In 2003, the full-time staff was supplemented by part-time and seasonal staff, varying from 20 to 80 employees throughout the year. In addition, we contract with more than 60 individuals and groups for services such as class instruction, performances, and officiating.

Definitions

In order to assist in clarification the following terms can be defined as written. If there any questions please confirm with owner.

Parks: Active or passive properties owned by the City of Gahanna that are intended for recreation purposes. Other examples include but are not limited to Natural Resources, Trails, Bike Path System, Gahanna Woods, Friendship Park, and Academy Park.

Recreation: Active or passive programs offered to citizens, customers, and members. Examples include but are not limited to swimming, golf, and trips.

Cultural Arts: Programs offered to citizens, customers, and members with a cultural, art, music, or performance focus. Examples include but are not limited to theater, art displays, and cultural events.

Open Space: Dedicated passive green space properties not intended for recreational use. These area's include but are not limited to conservation zones, preservation zones, wooded acres, linear corridors, and riparian corridors.

Project Objectives and Scope of Services

The City seeks to establish a master plan for its parks and recreation system that will guide decision making with regard to policy, operations, maintenance, and capital improvements over the next ten years. The Parks and Recreation Master Plan for the City of Gahanna should provide a vision for the future, taking into account the existing condition of facilities and the total parks, recreation, and cultural arts needs and desires of the residents of the City of Gahanna. The Master Plan will be utilized to assist the City in creation and implementation of recommended capital improvements and securing funds for parks and recreation. The Master Plan will also be utilized as a guide in policy decisions regarding future development in the City of Gahanna.

- **GOALS/PURPOSE OF THE MASTER PLAN**

- X Establish a direction which will give guidance for future decisions.

- X Develop a comprehensive planning approach that will result in the enhancement and expansion of parks, recreation, and the cultural arts for the community.
- X Define needs, both current and future, including criteria for the justification of the various needs and how they may be satisfied.
- X Determine attitudes, community needs, goals and develop support for future actions related to park and recreation program and facility development.

- **SURVEY AND ANALYSIS OF EXISTING AND FUTURE CONDITIONS**

Survey and analyze natural features and cultural factors as they relate to a master plan for parks and recreation.

- X Natural Features - Study directed to the location of areas best suited for preservation (limited use), passive recreation (moderate use) and active recreation (intensive use). Factors to be considered in the investigation include soils, water, climate, geology, topography, and flora and fauna.
- X Cultural Factors - Review, assimilate and supplement past findings with regard to various cultural factors. Areas of consideration may include: economic climate, school issues, history, population, transportation, land use, utilities, zoning, and regulatory devices, as well as visual character and quality.
- X Growth Factors – Review current and future growth trends including annexation possibilities, multi-jurisdictional issues, linkage issues, and like opportunities.

- **INVENTORY OF EXISTING ORGANIZATIONS AND FACILITIES**

- X Inventory all existing programs, services, and facilities operated by the City of Gahanna Parks and Recreation Department.
- X Investigate, inventory, and classify all public, private or commercial organizations involved in park and recreation activities in the Gahanna area.
- X Investigate, inventory, and classify all recreation program opportunities provided by public, private, and commercial organizations, including fees, charges, and gaps in service.
- X Inventory, classify, and map all existing public, private and commercial park and recreation facilities. This would include regional and local facilities with primary emphasis on local public parks and recreation facilities and schools.

- **SURVEY OF RECREATIONAL ATTITUDES AND INTERESTS TO DETERMINE NEEDS**

- X Since the residents of the community will be the primary users of existing and proposed parks, recreation, cultural arts, facilities, programs, and services, it will be essential to have input from the citizens during the various planning phases. This would include an initial assessment of attitudes, interests, growth areas, and needs,

as well as, the eventual review of proposed plans. Citizen participation is required through the following means:

- Charettes
 - Interviews
 - Focus Groups
 - Media Coverage
 - "Town Meetings"
 - Staff Interviews
 - Questionnaire/Survey/Other Methods
 - Any other means the Consultant could use to ensure citizen participation.
- **DEVELOP PARKS, RECREATION, CULTURAL ARTS, AND OPEN SPACE POLICIES/STANDARDS**
 - X Determine the goals and policies of the community relative to parks and recreation and develop specific recreation and open space standards.
 - X Determine the goals and policies of the city and community relative to a community landscape plan to be used as a guide for all future development review, City improvements, and existing City owned property.
 - X Review and evaluate nationally and regionally recognized recreation and open space standards. Utilizing information gained from the survey and analysis of existing conditions and from the survey of recreational attitudes, interests and needs, evaluate local facilities against nationally and regionally recognized standards.
 - **EVALUATION OF EXISTING PARKS, RECREATION, CULTURAL ARTS FACILITIES, AND OPEN SPACE STANDARDS, PROGRAMS, AND SERVICES.**
 - X Using survey response in addition to local, regional, and national benchmarks and data, compare and evaluate the quality, and quantity of programs and services offered by the department.
 - X Through citizen, customer, and staff input evaluate all existing programs, services, and facilities including but not limited to the Municipal Golf Course, Hunters Ridge Pool, and Senior Center as provided by the City of Gahanna Parks and Recreation Department.
 - X Evaluate the adequacy of existing grounds and facilities in relation to individual sites and the relationship of these sites to a Master Plan including parks, recreation, and cultural arts.
 - X Determine the adequacy of existing parks, recreation, cultural arts, facilities,

programs, and services on the basis of size, and location in relation to existing and future population. Also, examine the adequacy of site and equipment in relation to program and expressed community needs in meeting recreation and open space goals, policies, and standards.

- **EVALUATION OF POTENTIAL LAND ACQUISITION AND IMPROVEMENTS**

- X This evaluation would include an identification of major opportunities for open space acquisition and the establishment of priorities of such acquisition.
- X Analyze potential recreation and open space areas to evaluate physical capabilities in relation to prospective use, type, size, location, and accessibility to existing and future population, availability and land use.

- **OPEN SPACE PLAN AND ACTION PROGRAM**

- X Develop recommendations and plans to meet defined needs of the residents/citizenry.
- X Prepare detailed Concept Development Plans to be specified for all or selected sites presently owned.
- X Short-Range Plan - Consideration of potential types of open space acquisition and facility development that may reasonably be executed within a five (5) to ten (10) year period.
- X Long-Range Plan - Consideration of potential types of open space acquisition and facility development as in the short-range plan, but relating to lower priorities that may not necessarily be implemented for a period of ten (10) years or more. Relates to the designation of general land areas for future open space acquisition and development.

- **SITE DEVELOPMENT PLANS**

- X Creation of concept development master plans which relate to one (1) community park 30 – 50 acres to be re - developed, three (3) separate athletic complex's 30 – 50 acres to be re-developed, and one (1) nature preserve/education center 60 – 80 acres.
- X Creation of concept development master plans which relate to a community recreation center/community center to be developed if recommended.
- X Development cost estimates and establishment of development priorities for each of the plans. (Phasing Plan)

- **SPECIAL FACILITY STUDIES**

- X Special studies should include:
 - Community Recreation Centers / Community Center
 - Bicycle Transportation System Facilities (Update & Integration)

- Partner Organization Facilities – Welcome/Visitors Center, Herb Center, Gahanna Events, Cultural Arts Center
- **ANALYSIS OF CAPABILITIES AND CONSTRAINTS**
Examine and evaluate present management and financial structures and legislative authorities.
 - X Management Structures - Determine the effectiveness of the current management structures including their responsibilities and capability in carrying out these responsibilities.
 - X Financial Structures - Determine the ability of present and projected fiscal resources to meet the needs of current and future program and facility needs.
 - X Legislative Authority - Review existing statutes pertaining to recreation and open space. Develop controls including considerations for modification and improvement and/or the preparation of new development controls.
 - X Funding Vehicles - Explore various funding alternatives to implement including but not limited to:
 - Fees
 - Grants
 - Easements
 - Life Estates
 - Partnerships
 - Gifts Catalog
 - Levies/Bond Issues

CITY TO PROVIDE

In the interest of making the most efficient use of the consultants time and expertise, the City of Gahanna will furnish the following to the selected consultant.

- Base maps and aerial photographs, park boundaries, contours, water features and drainage, fiber optic lines, sanitary, storm, and water lines, road centerlines, parking lots, driveways, preservation zones, no build zones, zoning, building footprints, parcels, and schools. The information is in digital format. Base maps may include but not limited to utilities, right of way, and topography.
- Deliverable in a variety of different formats including but not limited to CAD, Shape, and other basic geographic formats.
- Selected census data.
- Most recent copies of the city's plans including but not limited to the Heartland Plan, the North Triangle Plan, and comprehensive land use plan.
- Department publications including but not limited to the Gateway, Annual Report, and financials.
- Known names, address's, phone numbers of organizations involved in parks and recreation activities.
- Current inventory of existing facilities and major events.

The city will also commit staff to assist under the direction of the consultant on citizen participation activities including:

- Organizing focus groups and public meetings including meetings with City Council,

PRODUCT AND SCHEDULE

Detailed description of and list of all deliverables: In general, the City typically requires preliminary alternatives, potential cost calculations, any analysis worksheets and reports, final plans and maps, project construction cost estimates, recommendations and priorities of phasing project and estimated timelines, and copies of all correspondence.

Ten (10) copies of a draft Master Plan for distribution and review *and* twenty (20) copies of the final Master Plan shall be provided by the consultant. The final Master Plan shall include elements detailed within this RFP (as well as one (1) set of any slides and color graphs and/or maps used in presentations and final plan) in a format compatible with City software on CD. Black and white and rendered prints of all Concept Development Plans as listed above. Maps shall include a minimum of: 1) trail and bike system for the City of Gahanna, including regional connection points to existing and/or future trails within the area; 2) current and projected proposed park sites, including existing and future school sites; 3) combined color-coded map showing all existing public properties maintained by the Parks and Recreation Department, including trails, open lands, parks, recreational facilities; and 4) cultural, historic, and archeological resource map showing all identified historic homesteads and trails.

Deliverable Products:

Draft Executive Summary, 10 Copies
Draft Report, 10 Copies
Draft Facilities Map, 24" x 36", 10 Copies
Final Executive Summary, 20 Copies
Final Report, 20 Copies

Project Schedule

- Advertisement for Proposal - October 22, 2004.
- Proposal Deadline – November 10, 2004.
- Award of Project - November 2004.
- Draft Reports Due - August 15, 2005.
- Final Reports Due - September 15, 2005

Progress Reports

The consultant and the City's Project Manager (Parks and Recreation Director), Service Director, Development Director, City Engineer, Finance Director, and other City officials as deemed necessary, shall hold progress meetings as often as necessary, but no less than once per month, until the final plan is approved by the City of Gahanna Council. The consultant shall supply the project manager with draft reports as necessary prior to meetings with ample time for review. The project manager shall schedule the citizen steering committee meetings, and any other related meetings deemed necessary by the consultant and the city.

As a minimum the consultant shall hold the following meetings:

1. One orientation meeting to be held with the Citizen Steering Committee. The main purpose of the meeting is to review a final work program, timeline, and details of the master planning effort.
2. Monthly progress meetings with the project manager and key City staff, not to exceed two (2) hours per meeting.
3. A minimum of four meetings and/or presentations with the Citizen Steering Committee, Parks and Recreation Board, and other City staff at key points in the process.
4. Four (4) community meetings to allow broad-based citizen input to specifically determine qualities of Parks and Recreation. Two (2) general meetings as it pertains to the whole issue of improving the quality of life issues for the Gahanna community and establishing goals and objectives for the plan; and two (2) meeting for input gaining in preliminary and final plan recommendations.
5. A minimum of one (1) joint meeting with the Citizen Steering Committee and the Planning Commission.
6. One (1) Citizen Steering Committee public hearing; one (1) Planning Commission public hearing; and one (1) Gahanna City Council public hearing for the adoption of the Master Plan.

At their discretion, the City may adjust the nature of the above meetings.

Proposal Preparation

In order to facilitate evaluation of proposals, each respondent is instructed to follow the outline below in responding. Proposals that do not follow the outline, or do not contain the required information, may be considered as incomplete proposals. The response is due in two parts.

1. Statement of Qualifications, Experience and Understanding of Work, etc. Proposal shall include:
 - a. Understanding of the Request: Provide a statement of the respondent's understanding of the City's request for services. Include experience and resources of the proposing company, ownership, history, primary contact, information relating to financial viability, and etc.
 - b. Personnel: Identify key personnel who will provide the required services directly to the City under this request, including their qualifications, education, and relevant experience.
 - c. References: Provide for personnel assigned to Gahanna, a list of three (3) previous references and current references with local governments or similar organizations that are similar to the scope of services requested in the RFP. Reference information should include:
 1. Contract duration, including dates
 2. Services performed
 3. Name, address, and telephone number of contracting agency, which may be contacted for verification of all data submitted.
 - d. Statement of Qualifications: Experience and resources of the respondent, including the ownership and financial wherewithal to assume the work identified herein.
 - e. Sample of Work: Including two recent samples of work (reports and RFP) that the respondent feels most closely parallels the work required under this request that will reflect the experience and qualifications desired. Including the project manager team identification.

- f. Proposed Detail Work Plan: The respondent should detail the methodology necessary to complete the project as they recommend.
- g. Signature: The proposal shall be signed by an official authorized to bind the respondent; and shall contain a statement to the effect that the proposal is a guaranteed offer for a sixty (60) day period. The proposal shall provide the following information:

Name, title, address, and telephone number of individual(s) with authority to contractually bind the respondent; and also who may be contacted during the period of the proposal evaluation for the purpose of clarifying submitted information.

- 2. Pricing – To be submitted in a separate envelope marked “Sealed Price Proposal – Parks & Recreation Master Plan”, broken down by work tasks corresponding to Detailed Work Plan per above. Pricing will only be considered after quality based selection is made.
- 3. Proposals may be withdrawn prior to the opening date and time upon written request of the respondent. Proposals received after the time so indicated shall be returned unopened. No modifications may be made to the proposal after the time so indicated. No exceptions to these requirements will be permitted.
- 4. The respondent shall not divulge, discuss or compare his/her proposal with other respondents and shall not collude with any other respondents or parties to any other respondent whatsoever. (Note: No premiums, rebates, or gratuities are permitted either with, prior to, or after any proposal is delivered. Any violation will result in the cancellation and the removal from consideration of any responses to this request.)
- 5. Proposals will be considered for any service that meets or exceeds the quality of the specification listed. On all such proposals, the respondent shall specify the service they are proposing.

Contracting / Selection Process

It shall be understood by all parties that although parts of the following criteria are quantitative in nature, the selection of the consultant will be made with due consideration of all facets of the proposal presentation.

The criterion, listed below, do not indicate an order of importance and will be considered during the review of the candidate firms.

- 1. Experience with projects of similar scope and complexity and project approach.
- 2. Project staffing which reflects specific experience in the projects similar to the proposed Parks and Recreation Master Plan.
- 3. Project schedule and detailed description of deliverables.
- 4. Understanding the general nature of the project and fee proposals, including a proposed basis of adjustment should the project scope change considerably, shall be presented with the proposal.
- 5. The consultant shall discuss any issues which could influence the planning schedule, costs, or fees.
- 6. Willingness to work under a contract.

The City of Gahanna will award this contract based on review of the merits of the proposals received. City staff will review proposals and make recommendations to the Citizen's Steering Committee, Parks and Recreation Board, and City Council. Upon City Council

authorization, the consultant will be contacted to negotiate a final agreement and fee structure.

It is the policy of the City of Gahanna Parks and Recreation Department that contracts are awarded only to responsible respondents. In order to qualify as responsible, a prospective respondent must meet the following standards as they relate to this request.

- Have the adequate financial resources for performance or have the ability to obtain such resources as required during performance.
- Have the necessary experience, organization, technical and professional qualifications, skills, and facilities.
- Be able to comply with the proposed or required time of completion or performance schedule.
- Have a satisfactory record of performance.

All material submitted regarding this RFP becomes the property of the City. The City has the right to use any or all ideas presented in the reply to this RFP. Disqualification of a consultant does not eliminate this right. The City reserves the right to reject or accept any or all proposals or waive any formalities, informalities, or information herein. The City also reserves the right to ask for additional clarification or information on a proposal after the initial deadline.

The contract may be awarded as soon as practical after the proposal opening unless otherwise stated, but generally not before twenty-one (21) working days from the proposal opening. It is requested that interested parties refrain from making inquiries during this period. No telephone requests for results will be given.

Disqualification of Consultant or Proposal

Awards will not be made to any person, firm, or company in default of a contract with the City, State of Ohio, or the Federal Government. This includes default upon the payment of any financial obligation. Please check with the City of Gahanna Finance Department, (614) 342-4060, in the event you are concerned about this possibility.